

bar program →

• 73 million - 36 million events

20 " visibility

4,000 bars total

(13) 25,000 ~~existing~~ current

100 new in current mkt

100 new in new market

3 event windows

→ P. Ranch 2 - 800 winners  
March - April

→ Racing - April - June 50 winners  
400 people  
50 guests

→ Sep - Oct. - event T.B.D.  
millennium (?)

30 million - 3 windows

program offer to the bars?

1, 3, 5 - event bars!  
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Joe → Marlboro / Parliament - contracts

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